. . THE .

KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAPH TRADING Co., Ltd.

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KINEGRAMS.

Owing to the number of important announcements to be included in this week's issue we are compelled to enlarge the present number of the Kinetradogram to twelve pages.

As a consequence of the large increase of business in our feature department of late, we have been compelled to disappoint many of our customers in the matter of booking them films on special dates. We are taking precautions against a recurrence of this annoyance by buying extra copies of every good film.

A feature which you should make a point of booking for an early date is "THE SECRETS OF THE SAFE," by Cines. There is not a single inch of padding in the whole two reels, the story being carried on from scene to scene without allowing the interest to drop for a moment. As previously indicated, the subject fulfils all the requirements necessary to ensure a winner.

This week is a momentous one for the Kinematograph Trading Co., who have now entered the ranks of the manufacturers (see page 5).

THE LOOKER-ON.

WHAT WE THINK.

A great deal of excitement and speculation has been aroused in the trade during the past fortnight over the decision of Messrs. Pathé Frères to rent their films direct to the exhibitors. Some see in this change of business policy the ultimate doom of the Renter, while others consider it the forerunner of a gigantic trust, under whose iron heel the Renter will be crushed, and the Exhibitor dictated to. But we think that a calm consideration of the facts of the case will tend to explode both theories.

Until the manufacturers combine, and provide a means whereby an Exhibitor can book his programmes completely under one roof, the Renter will be the only representative of the Trade who can provide that convenience. His premises act as clearing house for the manufacturers' products.

The average exhibitor is too busy a man to attend to every detail of his business, and he must needs leave himself in the hands of his renter to a great extent, especially in the matter of his programmes. It is a practical impossibility for him to see all the films that are put out by the manufacturers, and the preliminary winnowing must be left in the hands of the renter. The latter buys only those films which his experience tells him will draw, and spends many weary hours in sifting the chaff (and what pitiful chaff it is sometimes!) from the wheat.

Who will do this sifting when the Renter is dead? The manufacturers? Of course not. The Showman will have to take what is given him, with the result that his programme will gradually deteriorate in quality and his audiences in quantity.

The only advantage that we can imagine a manufacturer could hold out as an inducement to an exhibitor to rent direct, would be one of price, and we doubt whether even this advantage would materialise.

It seems a happy idea for a manufacturer to lease his films direct, and then give the exhibitor the benefit of the saving thus effected. But in practice the manufacturer will find that the establishment of a renting department involves the employment of an additional staff together with the thousand and one expenses to which the renter is liable. Further, they will naturally require a return for the extra capital involved.

As far as trusts are concerned, rumours anent these have been in the air for some time past, but we fail to see how Messrs. Pathé Frères' action has brought the trouble any nearer. If there are any other manufacturers who believe the policy entered upon by the French firm is the right one, they will naturally wait to see how the arrangement works before taking any action. A long period must elapse before the new scheme is on a paying basis, and it behoves every showman to join the Exhibitors' Association as a preliminary means of guarding against the amalgamation of manufacturers which would immediately follow if the others follow Messrs. Pathé's lead.

The interests of the Renter and the Exhibitor in these matters are identical; a combine of manufacturers in any business is only for their ultimate benefit, as witness the position in the cotton trade of to-day. Some years ago, before Messrs. Coates obtained control, a reel of cotton could be purchased for ½d., but to-day that reel of cotton costs 2½d. Another glaring example of trust methods is the present situation in London of the Taxi-cab drivers, who have been inactive for weeks past in a deadlock between themselves and the Cab-owners over the price of Petrol, on which question neither side can afford to give way owing to the operations of the combine which controls the price.

Exhibitors should use every effort to prevent such a condition of things arising in the Kinematograph trade, and we welcome any suggestions and letters from our readers on the subject.

ABOUT EXCLUSIVES.

We find that many of our customers who are keen bookers of EXCLUSIVES have exhausted our stock. This difficulty has been overcome, as special arrangements made enable us to book the exclusive stock of another large firm who are also big buyers in this respect. Our customers are therefore in the unique position of being able to book exclusives of a practically inexhaustible stock.

It would appear that the drawing powers and quality of our "BLACK PANTHER" have not been fully realised. The picture is full of thrills throughout and there is nothing in it that one terms as objectionable; in fact it is quite a high-class plot but one which any spectator can follow. No doubt you noticed our advertisement that this picture was being shown for the whole week at the Cinematograph Theatre in Oxford Street, on January 13th, and it is quite obvious that it was a huge success. If a big West End Picture House like this will book it for a whole week, surely there must be something special. This is a 3,000 foot film and our price does not bar anyone.

There is another exclusive that is of excellent quality entitled, "A DAUGHTER'S SACRIFICE." It is a very useful length, namely, 1,600 feet, and being an Ambrosia you may depend the photography is good. The story is quiet an original one and it is well worth booking.

A speciality with regard to EXCLUSIVES is this, that with every booking we supply a number of synopses at a very low rate, and this is very useful to Showmen whose Patrons are always interested in any pamphlet that is given away.

AN

EPOCH MAKING EXCLUSIVE.

A 600 foot Special Dancing Film by Mr. Geo. Grossmith and Miss Phyllis Dare.

THE BIGGEST HIT OF THE SEASON!

The above film represents our first essay in film manufacture and consists of a couple of drawing-room dances leading up to the latest American furore, The Bunny Hug, and concludes with a striking Spanish café scena entitled The Argentine Tango, in which the principals are supported by a chorus of twenty picked artists in Spanish costume from the Empire Theatre, London. The quality and photography throughout is superb.

The Argentine Tango is being danced nightly by Mr. Grossmith and Miss Dare in the latest musical comedy success, "The Sunshine Girl," at the Gaiety Theatre, London.

Just for a moment imagine the sensation which will be caused by your announcing a film at your theatre by these two celebrated artists. The names alone will be sufficient to draw the Town. Can you afford to see it billed at the Opposition show? This is our preliminary announcement, and fuller particulars will be available next week, but in the meantime you would be well advised to telegraph immediately asking us to reserve your Town. Dates and terms will be published next week.

A point worthy of note in connection with this film is the ease with which music is synchronised with the movements of the dancers. A specially written score will be provided for the use of Exhibitors. The orchestra in the picture is conducted by Mr. James Sale of the Palladium.

A TALK ON ADVERTISING.

The subject of posters has come in for no little consideration at the hands of exhibitors of late, and undoubtedly this section of our industry deserves every attention it gets, and more.

One of the most serious objections to the lithographic poster is the difficulty of renewing same when the first printed stock is exhausted, and this matter is a most serious one for the small exhibitor.

We have partially overcome this difficulty by the introduction of handsome frames in which photographic enlargements from certain films can be inserted, the result being an attractive and dignified means of advertising your star picture.

The Nordisk Co. supply photographic enlargements of all their Feature Films, for which the mounts in our frames are specially adapted.

The hiring terms for a frame and a set of six pictures are 2s. 6d. for the week or 1s. 6d. for the three days. A frame can be purchased outright for 8s. 6d., and the pictures obtained independently at a hiring rate of 1s. per week.

We also can offer attractive sets of framed photographs for certain of our exclusive films, which can always be inspected at our showrooms.

It is a great pity that so many of the Continental manufacturers utilise only posters printed in their own country, with the result that in most cases an unintelligible title in a foreign language has to be covered by a slip in English lettering. In real practice, however, the slip is invariably several sizes too small, with the result that the foreign origin of the poster is glaringly apparent. We are making representations to several of the manufacturers on this point and trust that an improvement will result.

STOP PRESS NEWS.

Since we went to press with the centre pages we have added the following Feature Films to our list:—

"The Merchant of Venice" ... Thanhouser, 2,000 feet. Released Feb. 10th. First vacancy March 3rd, £6 the week.

"His Brother's Crime"... ... Cines, 2,248 feet. Released Jan. 30th. First vacancy Feb. 24th, £6 the week.

"Paul Sleuth, Burglary Syndicate" Cricks & Martin, 1,140 feet. Released Jan. 30th. First vacancy Feb. 20th, 25/- 3 days.

FEATURE FILMS.

These Films are offered subject to the dates required being open on receipt of order. While every endeavour is made to ensure punctual delivery of Films we cannot hold ourselves responsible for delay or non-delivery from any cause. If a confirmation by wire is required, stamps for payment should be enclosed.

ALL QUOTATIONS ARE FOR THREE DAYS' BOOKINGS, UNLESS OTHERWISE SPECIFIED.

Wiring No.	Name of Film.	Length ft.	Maker.	Released.	Feb. 10	Feb. 13	Feb. 17	Feb. 20	Feb. 24	Feb. 27	March 3	March 6	Posters.
870	The Law of the West	2500	Bison	Feb. 2	—	—	—	—	80/-	80/-	—	70/-	6 sheet Q.C.
871	The Secret of the Mine	2000	Lux.	Feb. 1	—	—	70/-	70/-	60/-	60/-	50/-	50/-	Q.C. 8 sheet
872	A Life for a Life	2322	Cines	Feb. 15	—	—	—	—	90/-	90/-	80/-	80/-	8 sheet Q.C.
866	Salome	2350	Savoia	Feb. 8	—	—	100/-	100/-	80/-	80/-	70/-	70/-	8 sheet Q.C.
867	The Secret of the Safe	2778	Cines	Feb. 22	—	—	—	—	—	140/-	120/-	120/-	6 sheet Q.C.
868	As you like it	3115	Vita.	Feb. 8	—	140/-	—	120/-	—	90/-	80/-	80/-	Q.C.
857	The Shaughraun	3000	Kalem.	Mar. 16	Vacancy	March 31	£9 week.						2 sh., 6 sh., 12 sh.
863	The Devil's Daughter	3008	Nordisk	Feb. 16	—	—	—	—	120/-	120/-	90/-	90/-	4 sh., 6 sh., 12 sh.
864	At the Foot of the Scaffold	1925	Hepworth	Feb. 9	100/-	—	80/-	80/-	60/-	—	50/-	50/-	Q.C. 6 sheet
865	Undine	2000	Thanhouser	Feb. 22	—	—	—	—	—	—	80/-	80/-	Q.C. 6 sheet
860	Nick Winter and the Ace of Clubs	1693	Pathé	Feb. 15	—	—	—	—	70/-	—	—	—	
861	The Smouldering Spark	1500	Selig	Feb. 9	—	—	60/-	60/-	—	—	40/-	40/-	Q.C. 6 sheet
859	The Merry Widow	2312	Eclair	Jan. 12	—	—	50/-	—	—	—	35/-	35/-	4 sheet, 16 sheet
862	On the Steps of the Throne	3350	Pasq.	Feb. 23	—	—	—	—	—	—	120/-	120/-	Q.C. 6 sh., 8 sh.
854	The Crooked Path	2137	Lubin	Feb. 2	—	—	—	—	60/-	60/-	50/-	50/-	Q.C. 6 sh., 12 sh.
855	The Stolen Symphony	2023	Lubin	Feb. 16	—	—	100/-	—	80/-	—	70/-	—	6 sh., 12 sh. Q.C.
856	The Kerry Gow	2770	Kalem	Feb. 9	—	—	110/-	—	90/-	90/-	80/-	80/-	Q.C. 6 sh., 12 sh.
858	The Stolen Treaty	3165	Nordisk	Feb. 2	120/-	120/-	90/-	90/-	80/-	80/-	70/-	70/-	6 sheet, 8 sheet
853	The Panther's Prey	1920	Gaumont	Jan. 5	—	—	35/-	35/-	30/-	30/-	—	30/-	Q.C. 8 sheet

852	A Race for an Inheritance	2400	Gaumont	Dec. 26	—	40/-	35/-	—	—	30/-	30/-	—	4 sheet, 8 sheet
848	At the Risk of her Life	2800	Cosmo	Jan. 26	100/-	—	—	—	—	—	—	—	
844	The Woman in White	2000	Than.	Jan. 22	—	—	—	—	—	—	35/-	35/-	6 sheet Q.C.
840	Kings of the Forest	1800	Selig	Jan. 19	—	—	40/-	40/-	30/-	30/-	30/-	30/-	6 sheet Q.C.
842	Father	3485	Eclair	Jan. 19	—	100/-	80/-	80/-	70/-	70/-	60/-	60/-	6 sheet, 8 sheet
841	The Black Mask	2950	Am. Re.	Jan. 11	70/-	—	60/-	60/-	50/-	50/-	40/-	40/-	8 sheet Q.C.
847	The Mills of the Gods	3079	Vita.	Jan. 9	—	—	—	—	50/-	50/-	40/-	—	—
839	Jess (Rider Haggard)	3000	Than.	Jan. 8	—	—	60/-	60/-	60/-	50/-	50/-	40/-	6 sheet Q.C.
843	Nicholas Nickleby	2000	Than.	Jan. 1	30/-	—	—	30/-	25/-	25/-	25/-	25/-	6 sheet Q.C.
836	The Tempest (Shakespeare)	1885	Eclair	Dec. 22	25/-	—	20/-	20/-	20/-	20/-	20/-	20/-	4 sheet, 8 sheet
838	The Three Comrades	2362	Nor.	Dec. 22	—	—	—	30/-	30/-	30/-	30/-	30/-	6 sheet
812	Monte Cristo	3150	Selig	Jan. 5	50/-	50/-	40/-	40/-	35/-	35/-	35/-	35/-	12 sheet, 6 sh. Q.C.
831	The Massacre	2150	A. B.	Dec. 19	25/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	12 sheet, 6 sh. Q.C.
835	Nick Winter & the Stolen Favourite	3390	Pathé	Dec. 14	—	—	—	30/-	—	30/-	30/-	30/-	16 sh. Q.C., 4 sh.
824	The Mine Owner	2525	Contl.	Dec. 12	35/-	—	—	30/-	30/-	30/-	30/-	30/-	6 sheet Q.C.
846	The Badminton Hunt	1250	Barker	Dec. 8	20/-	20/-	20/-	20/-	15/-	15/-	15/-	15/-	Q.C.
845	When Bacchus Reigns	2380	Nor.	Dec. 1	25/-	25/-	25/-	25/-	25/-	25/-	25/-	25/-	6 sheet
826	Builders of the Empire	2390	Bison	Dec. 1	25/-	25/-	20/-	20/-	20/-	—	20/-	20/-	6 sheet Q.C.
830	A Sister's Ordeal	2990	Cines	Nov. 30	—	—	30/-	—	—	30/-	30/-	30/-	6 sheet, 4 sh. Q.C.
825	The Broken Sword	3000	Duskes	Nov. 28	—	—	—	30/-	30/-	30/-	30/-	30/-	4 sheet
832	Rip Van Winkle	2099	Vita.	Nov. 28	20/-	20/-	20/-	—	20/-	20/-	20/-	20/-	Q.C.
833	All in Vain	2000	Nor.	Nov. 25	—	—	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet, 8 sheet
827	A High Stake	2663	Nor.	Nov. 23	35/-	35/-	—	30/-	30/-	30/-	30/-	30/-	6 sheet
829	Plot and Counterplot	2827	Cines	Nov. 23	35/-	35/-	30/-	30/-	30/-	30/-	30/-	30/-	8 sheet Q.C.
822	'Twixt Life and Death	2000	Ambr.	Nov. 10	20/-	—	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet
818	The Cry of the Children	2000	Than.	Nov. 9	—	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
810	Under Two Flags	2000	Than.	Nov. 9	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
803	The Bohemian Girl	3000	Rep.	Nov. 9	30/-	30/-	30/-	—	30/-	30/-	30/-	30/-	6 sheet
828	A Clown's Revenge	2352	Nor.	Nov. 9	—	—	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
820	Siegfried	2660	Ambr.	Nov. 4	30/-	30/-	30/-	30/-	25/-	25/-	25/-	25/-	8 sheet, 4 sheet
809	The Corkscrew Gang	2785	Gerr.	Nov. 3	—	—	—	30/-	30/-	30/-	30/-	30/-	8 sheet
817	His Lost Memory	2171	Nor.	Nov. 2	20/-	—	20/-	—	20/-	20/-	20/-	20/-	6 sheet
816	Fire at Sea	2216	Nor.	Oct. 27	25/-	25/-	25/-	25/-	20/-	20/-	20/-	20/-	6 sheet, 8 sheet
783	Oliver Twist	3700	Hep.	Oct. 24	—	—	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
787	The Pilgrim's Progress	3500	Ambr.	Oct. 13	45/-	45/-	45/-	45/-	45/-	45/-	45/-	45/-	8 sheet
806	Money Kings	2876	Vita.	Oct. 24	30/-	30/-	30/-	30/-	25/-	25/-	25/-	25/-	Q.C.
802	Lion Tamer's Revenge	1928	Cines	Oct. 19	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
801	The Last Performance	1964	Pathé	Oct. 9	20/-	—	20/-	20/-	15/-	15/-	15/-	15/-	4 sheet
814	The Wheel of Fate	2148	Nor.	Oct. 6	20/-	20/-	20/-	—	15/-	15/-	15/-	15/-	6 sheet
799	The Fatal Ring	3000	Gau.	Oct. 6	—	30/-	30/-	30/-	—	25/-	25/-	25/-	4 sheet
798	The French Spy	2900	Vita.	Oct. 3	30/-	30/-	30/-	30/-	25/-	25/-	25/-	25/-	8 sheet Q.C.

FEATURE FILMS—*Continued.*

Wiring No.	Name of Film.	Length ft.	Maker.	Re-leased.	Feb. 10	Feb. 13	Feb. 17	Feb. 20	Feb. 24	Feb. 27	Mch. 3	Mch. 6	Posters.
789	The Iron Hand	2350	Gau.	Sept. 29	20/-	20/-	20/-	20/-	15/-	15/-	15/-	15/-	Q.C.
785	Dr. Gar-el-Hama	2000	Nor.	Sept. 21	30/-	—	30/-	30/-	25/-	25/-	25/-	25/-	6 sheet
778	A Lion Let Loose	2000	Gau.	Sept. 15	20/-	20/-	20/-	20/-	15/-	15/-	15/-	15/-	Q.C.
791	Lady of the Lake	2571	Vita.	Sept. 12	25/-	25/-	20/-	20/-	15/-	15/-	15/-	15/-	Q.C.
796	Prisoner of War	1000	Edison	Sept. 7	10/-	10/-	10/-	10/-	7/6	7/6	7/6	7/6	Q.C.
784	Great Circus Catastrophe	2000	Nor.	Sept. 7	30/-	30/-	30/-	30/-	25/-	25/-	25/-	25/-	6 sheet
788	Caesar Borgia (Col.)	2228	Pathé	Sept. 7	25/-	25/-	25/-	25/-	20/-	20/-	20/-	20/-	4 sheet
793	Nelly the Lion Tamer	1962	Ambr.	Sept. 1	20/-	20/-	20/-	20/-	15/-	15/-	15/-	15/-	—
782	Governor's Daughter	2600	Nor.	—	30/-	—	30/-	30/-	—	15/-	15/-	15/-	—
770	When Love Dies	2350	Nor.	—	20/-	20/-	20/-	—	20/-	20/-	20/-	20/-	6 sheet
773	The Black Chancellor	3000	Nor.	—	30/-	30/-	30/-	30/-	25/-	25/-	25/-	25/-	—
780	Post Telegrapher	2000	Bison	—	20/-	20/-	20/-	20/-	15/-	15/-	15/-	15/-	Q.C.
761	An Acrobat's Daughter	3300	Cosmo	—	30/-	30/-	30/-	30/-	25/-	25/-	25/-	25/-	Q.C.
768	Daughter of a Spy (Col.)	2500	Cines	—	20/-	20/-	20/-	20/-	15/-	15/-	15/-	15/-	8 sheet
554	Dick Turpin, Nos. 1 and 2	2420	B. & C.	—	10/-	10/-	10/-	10/-	10/-	10/-	10/-	10/-	—
559	The Crisis	2000	Bison	—	15/-	15/-	15/-	15/-	10/-	10/-	10/-	10/-	6 sheet Q.C.
747	Tom Butler	2550	Eclair	—	—	—	10/-	10/-	10/-	10/-	10/-	10/-	—
745	Mystery of Notre Dame	1550	Eclair	—	—	—	12/6	12/6	10/-	10/-	10/-	10/-	—
589	Tale of Two Cities	3034	Vita.	—	—	—	25/-	25/-	25/-	25/-	25/-	25/-	—
592	Back to Primitive	1000	Selig	—	—	—	5/-	5/-	5/-	5/-	5/-	5/-	Q.C.
594	Still Alarm	1000	Selig	—	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	Q.C.
619	Captain Kate	1000	Selig	—	—	—	5/-	5/-	5/-	5/-	5/-	5/-	—
700	Aeroplane Elopement	1010	Vita.	—	5/-	5/-	5/-	5/-	5/-	5/-	5/-	5/-	8 sheet Q.C.
804	Leap to Death	2800	Cosmo.	Oct. 27	30/-	30/-	30/-	30/-	30/-	—	25/-	25/-	6 sheet 8 Q.C.
815	Charge of the Light Brigade	1025	Edison	Oct. 25	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
808	The Flooded Mine	2160	Claren.	Oct. 27	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet Q.C.
807	The Greed for Gold	3145	Pathé	Oct. 26	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	

EXCLUSIVES.

Name of Film.	Length.	Feb. 10	Feb. 13	Feb. 17	Feb. 20	Feb. 24	Feb. 27	Mar. 3	Mar. 6	Posters.
Lolotte (Cafe Chantant Singer) ...	2,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet Q.C.
The Boy Scout Hero	2,000 ft.	75/-	75/-	75/-	75/-	75/-	75/-	75/-	75/-	6 sheet Q.C.
Once Upon a Time (Col. Series) ...	1,100 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	Q.C.
Black Panther	3,000 ft.	60/-	60/-	60/-	60/-	60/-	60/-	60/-	60/-	Q.C., 4 sh., 8 sh.
Dante's Inferno (Helios)	1,100 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	D.C., 4 sh., 16 sh.
Daughter's Sacrifice	1,500 ft.	40/-	40/-	40/-	40/-	—	40/-	—	40/-	6 sheet
Only a Jew	1,500 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
Revenge and Remorse	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
Black Blood...	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet, 12 sheet
The Ring That Binds	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	Q.C., 6 sheet
Drummed Out	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	Q.C., 12 sheet
Thro' Trials to Victory	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
The Rights of Youth	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet

REVIEW OF EXCLUSIVES HERE AT 10.30 a.m. EVERY TUESDAY.

SERVICE BUYINGS FOR FEBRUARY.

Below we give a list of some of our most important purchases of service films for February. Those of our readers who are dissatisfied with their present programme would be advised to glance through the list.

Cook's Triumph ...	Elite	C.	610ft.
'Twixt Love & Ambition	Lubin	D.	1061ft.
Bludsoe's Dilemma ...	Fl. A.	D.	1000ft.
Enchanting County of Emalp	Cosmo.	Tr.	400ft.
Sold—a Bear Fact ...	C.&M.	C.	430ft.
Simple Simon Licks the Wrong Stamps ...	Gau.	C.	420ft.
Carmen of the Isles ...	Selig	D.	933ft.
Broncho Billy's Heart	S.&A.	D.	980ft.
His Father's Son ...	Thann.	D.	1000ft.
In the Furnace Fire ...	Vita.	D.	1010ft.
Romance of the Rails	Edison	D.	1000ft.
Bloomer out of Work	Cines	C.	456ft.
Beware Painting ...	Itala	C.	450ft.
Mouth of Adour	Gau.	Sc.	240ft.
Sailor's Heart	A.B.	D.	1000ft.
Don't pinch my Pup ...	Thann.	C.	1000ft.
Faithful unto Death ...	Vita.	D.	813ft.
Mifanwy a Tragedy ...	Hep.	D.	675ft.
Tweedledum as Cine Operator	Ambr.	C.	590ft.
On Mount of St. Gothard	Gau.	Int.	300ft.
The Biter Bit	Pathé	C.	698ft.
Great Tiger	C.&M.	D.	1090ft.
Non-Commissioned Officer	Edison	D.	1000ft.
Foiling the Fire Fiend	Selig	D.	988ft.
Elephant on their Hands	Vita.	C.	997ft.
Dupin's Clarionette ...	Urban	C.	305ft.
Soldiers' Furlough ...	Lubin	D.	1008ft.
Locked Out	Lubin	C.	397ft.
Brutality	A. B.	D.	1009ft.
Saving the Game ...	Edison	D.	600ft.
The Counts	Vita.	C.	633ft.
Exotic Fish	Gau.	Intr.	310ft.
The Moros	Pathé	Var.	502ft.
Adhesion	C.&M.	C.	410ft.
Merchant of Venice ...	Thann.	D.	2000ft.
The Iron Heel ...	S. & A.	D.	975ft.
Adventuress Outwitted	Clar.	D.	715ft.
Masquerader	Thalie	C.	461ft.
Bob's Ill Luck ...	Cines	C.	434ft.
Bar K Foreman ...	Lubin	D.	1064ft.
Papering the Den ...	A. B.	C.	496ft.
Friscot & Tweedledum Fight a Duel ...	Ambr.	C.	390ft.
Merry Widows ...	Elite	C.	898ft.
Tempest in the Bay of Biscay	Gau.	Int.	270ft.
The Face & the Voice	Vita.	D.	870ft.
A Dollar Saved is Dollar Earned ...	Edison	D.	990ft.
The Guilty Baby ...	Thann.	D.	1000ft.
The Thief	C.&M.	D.	720ft.
The Draughtsman's Revenge	Barker	D.	1115ft.
Bunny at the Derby ...	Vita.	C.	577ft.
Wiffles at the Front ...	Pathé	C.	1108ft.
Bloomer and Stout Seek a Wife ...	Cines	C.	445ft.
Burglar's Dilemma ...	A.B.	D.	1007ft.
The Divorce	A.B.	C.	502ft.
Polidor as Orderly Soldier	Pasqu.	C.	555ft.
The Hand Bag	Vita.	C.	567ft.
Reindeer Hunting in Norway	Kine.	Int.	375ft.
The Arab's Bride ...	Thann.	D.	1000ft.
The Wreckers	Imp.	D.	919ft.
Broncho Billy's Love Affair...	S.&A.	D.	990ft.
Nick Winter and the Ace of Clubs	Pathé	D.	1693ft.
When it comes off ...	C.&M.	C.	485ft.
The Matrimonial Breeze	Nizzo	C.	349ft.
The Foundling	Edison	D.	1000ft.
My Hero	A.B.	D.	1007ft.
Guilty Conscience ...	Lubin	C.	165ft.
Michael McShane, Match Maker	Vita.	C.	695ft.
On the Line of Peril ...	Vita.	D.	1013ft.
The Triangle	Selig	D.	1210ft.
Betrayed by a Kiss ...	Pathé	C.	665ft.
Pineapple Culture ...	Gau.	Int.	350ft.
At the Foot of the Ladder	Thann.	D.C.	1000ft.
Mystery of the Astorian Crown Prince ...	C.&M.	D.	765ft.
A Brother's Acquittal	Reli.	D.	975ft.
Winning His Stripes ...	Hep.	D.	875ft.
Billy Boy	Solax	C.	484ft.
Amateur Cowboy ...	Cines	C.	474ft.
Beautiful Cuisic	Lubin	Tr.	375ft.
A Cry for Help	A. B.	D.	1000ft.
Trout Fishing in New Zealand	Empire	Int.	350ft.
Lessons in Courtship ...	Vita.	C.	465ft.
Friends in San Rosario	Selig	D.	707ft.
The Winking Parson ...	Edison	C.	700ft.
The Old Reporter ...	Edison	D.	1000ft.
The Understudy	Pathé	C.	472ft.
The Western Girl ...	S.&A.	D.	970ft.

Secret of the Safe ...	Cines	D.	2778ft.
Bloomer's Wrestling Champion...	Cines	C.	469ft.
Tweedledum, Anarchist	Ambr.	C.	474ft.
Just Luck	Vita.	C.	492ft.
Courageous Blood ...	Lubin	D.	1032ft.
A Day's Outing	A. B.	C.	409ft.
The Fire Cop	Selig	D.	1005ft.
The Model for St. John	Vita.	D.	898ft.
Polidor as a Lady ...	Ambr.	C.	505ft.
A Slight Mistake... ...	Pathé	C.	470ft.
Diary of a Duckling ...	Kineto Int.		530ft.
A Chase Across the Continent...	Edison	D.	1000ft.
Lord Browning and Cinderella	Vita.	D.	1017ft.
A Star Reborn	Thann.	D.	1000ft.
A Busy Day in Jungle	Kalem	C.	670ft.
Table Turning	Comica	C.	341ft.
Dupin as a Porter ...	Urban	C.	450ft.
Ship of the Desert ...	Comica	C.	320ft.

STAR FEATURES.

A Star Feature is a film which, having had a big reception when it was first released, is being re-issued at fixed rates per week, new copies being purchased for this purpose. The problem of wear is solved by periodical cleaning, and the replacement of worn portions of film with new prints.

We welcome suggestions from readers for films to be included in this section.

We can supply posters for "Uncle Tom's Cabin" as follows:—Double crown, six-sheet, and sixteen-sheet.

Wiring No.		Maker.	Length Feet.	
869	**"UNCLE TOM'S CABIN"**	**Vita.**	**2400**	**Vacant now £6 week.**

A NOVEL PROGRAMME BOARD.

We have just put on the market a novel invention in the shape of a programme board, which will make an attractive addition to your Theatre entrance.

It consists of a handsome pedestal of polished wood in the front of which is framed an ordinary oblong mirror. A connection is made with an ordinary electric light socket by means of a flexible wire, and the titles of your film programme flash upon the mirror one after another, continuously, for the whole period of your show, without any attention on your part.

Of the attractiveness of the "in-and-out" electric sign there can be no two opinions. It immediately arrests the attention of passers-by, who will be fascinated by the apparent magic of the bright letters appearing on the mirror.

The titles of the films are obtained by the use of stencils, which your local printer will turn out at the cost of about 3d. each. These are fitted into the cabinet behind the mirror, and each title is backed by an electric lamp, which is automatically switched on and off by means of an ingenious, though simple, mechanism.

No more effective manner in which to introduce your programme to the public could be conceived, and we anticipate a large demand.

The prices are as follows:—

MODEL "A" measures over all 35ins. by 18ins. Size of mirror 22in. by 13½ins. Space for five titles. Price complete with 5 Metal Filament Lamps and flexible connection ... ... £6 10 0.

MODEL "B." Size of Mirror 28ins. by 13½ins. Space for seven titles. Price complete ... ... £8 0 0.

OUR LATEST PURCHASES.

"ZIGOMAR" (The Eel's Skin).

Eclair. *3,200 feet.* *Released March 22nd.*

Once again our old friend Zigomar appears on the scene after an interval of twelve months. We venture to predict an even greater success for these later adventures than those of last year. The onlooker is carried from one scene to another, and his interest is never allowed to flag for a moment. Thrill follows thrill in breathless succession. Emphatically a film to book before your Opposition.

First vacancy Mar. 31st. £12 the week.

"TIGRIS."

Tyler. *3,800 feet.* *Released Mar. 6th.*

This extraordinary film has met with the unanimous approval of all those buyers who have seen it. It tells of the battle of wits between a clever detective and an equally clever rogue. The amazing dexterity with which both change their personality by means of wigs and other make-ups is astonishing.

First vacancy Mar. 24th. £15 the week.

"JAMES PATTERSON, DETECTIVE."

Duskes. *2,300 feet.* *Released Feb. 27th.*

The number of private detectives appearing in films seems to be limitless, but James Patterson is a worthy addition to their ranks. The Duskes' agents described the present story as a detective drama with the true Sherlock Holmes atmosphere.

First vacancy Mar. 6th. **£5 three days.**

"ROMEO AND JULIET."

Thanhouser. *2,000 feet.* *Released March 8th.*

A first-rate effort on the part of the Thanhouser Company to produce one of the most popular of Shakespeare's plays. The tragic story of these two lovers is known the world over, and everyone will want to see it pictured on the screen. One of the best Thanhouser's we have had the pleasure of seeing.

First vacancy Mar. 10th. £10 the week.

"A HERO OF THE MOUNTAINS."

Eiko. *2,930 feet.* *Released Mar. 16th.*

This story is a thrilling romance of love, jealousy and noble self-sacrifice. We are introduced to the dangers which beset the Alpine climbers. A point worthy of mentioning in connection with this film is the fact that Mr. Joseph Delmont the American producer was fined for using the main street of Munich as a setting for an exciting motor-car chase. A procession of three cars driving at a furious rate through the busiest streets of the town, naturally created considerable attention among the passers-by, and actually ended in a dramatic stoppage of the actors by the Police, a bit of realism which adds to the effectiveness of the film.

First vacancy Mar. 17th. £15 the week.